



The Branded Color Mobile Technology Promotion is just around the corner

The first of the USPS 2014 Mailing Promotions begins on Saturday, February 1st. The **Branded Color Mobile Technology** promotion provides participating mailers with the opportunity to receive a 2% upfront postage discount on qualifying mailpieces that utilizes creative elements such as color and/or graphics in their mobile print technology.

Interested mailers should visit the Business Customer Gateway at <http://gateway.usps.com> to register for participation. Registration will continue through the end of the promotion on Monday, March 31st. Detailed enrollment user guides are available for review at: <https://ribbs.usps.gov/mobilebarcode/general.htm>

Did you miss the recent Branded Color Mobile Technology webinar that provided a description of the program requirements, information about how to participate and a short overview of the upcoming 2014 promotions? It is available for viewing now at: <https://ribbs.usps.gov/mobilebarcode/general.htm>

For a full description of the Branded Color Mobile Technology Promotion visit: https://ribbs.usps.gov/mobilebarcode/documents/tech_guides/BrandedColorMobileTechnology.htm and for more information about the 2014 Promotions Calendar visit: <https://ribbs.usps.gov/mobilebarcode>

If you have any questions, please contact the Program Office at mobilebarcode@usps.gov

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